

ABSTRACT

The present invention is a computer-implemented system and method for easily configuring new financial advice applications from various services and sub-applications in order to deliver consistent advice to consumers, clients, and advisors, regardless of the delivery mechanism utilized. In accordance with one aspect of the present invention, the system includes at least one client computer having an application program implemented thereon; an advice utility server in communication with the client computer and the application program; and at least one financial service in communication with the advice utility server, wherein each financial service is configured to receive / transmit data from / to the advice utility server.